

## Message Text

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P 301322Z AUG 78  
FM AMEMBASSY PARIS  
TO SECSTATE WASHDC PRIORITY 6681  
USICA WASHDC PRIORITY

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SECSTATE PLEASE PASS EUR VINE FROM HARTMAN  
USINFO FOR PGM/FN AND PGM/FW

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TAGS: EGEN, ETRD, EFIN, /FR  
SUBJECT: VISIT OF MADAME JACQUELINE BEYTOUT OF LES ECHOS

REF: PARIS 19170

1. SUMMARY: MME. JACQUELINE BEYTOUT, OWNER AND PUBLISHER OF INFLUENTIAL ECONOMIC DAILY LES ECHOS AND HER ASSISTANT JEAN-PAUL PIGASSE WILL VISIT THE U.S. SEPTEMBER 15 THROUGH 30. THEY ARE SEEKING APPOINTMENTS WITH A NUMBER OF GOVERNMENT AND BUSINESS LEADERS. MME BEYTOUT IS AN IMPORTANT EMBASSY CONTACT IN TERMS OF US/FRENCH ECONOMIC RELATIONS, AND AMBASSADOR URGES DEPARTMENT'S AND ICA'S SUPPORT IN ENSURING A WORTH-WHILE PROGRAM. PROGRAM SHOULD BE COORDINATED WITH FRENCH EMBASSY WHICH SHOULD HELP DO THE WORK OF SCHEDULING. END OF SUMMARY.

2. MADAME JACQUELINE BEYTOUT, OWNER AND PUBLISHER OF LES ECHOS, THE MOST INFLUENTIAL ECONOMIC DAILY NEWS-PAPER IN FRANCE AND HER ASSISTANT JEAN-PAUL PIGASSE  
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ARE PLANNING TO VISIT WASHINGTON AND NEW YORK SEPTEMBER 15 THROUGH 30. MME BEYTOUT IS A VERY IMPORTANT CONTACT OF THE EMBASSY IN TERMS OF US/FRENCH ECONOMIC RELATIONS AND HAS CLOSE ASSOCIATIONS WITH HIGH FRENCH GOVERNMENT OFFICIALS AND LEADING FRENCH BUSINESSMEN. SHE PERSONALLY RUNS THE NEWSPAPER WHICH, IN ADDITION TO ECONOMIC AND FINANCIAL NEWS, INCLUDES GENERAL DOMESTIC AND INTER-

NATIONAL STORIES. IT IS THE CLOSEST THING TO A FRENCH WALL STREET JOURNAL.  
HER ENGLISH IS POOR. PIGASSE'S IS FAIR.

3. LES ECHOS CAN BE CHARACTERIZED AS HAVING A LIBERAL ECONOMIC ORIENTATION, AND IS A STAUNCH SUPPORTER OF PRIME MINISTER BARRE AND HIS POLICIES. LAST JUNE LES ECHOS SPONSORED A FORUM FOR BUSINESS LEADERS ON THE TOPIC "FRANCE'S CHANCES IN THE WORLD ECONOMIC WAR," WHICH FEATURED BARRE AS GUEST SPEAKER (SEE REFTEL). THE PAPER, WHICH HAS A CIRCULATION OF APPROXIMATELY 50,000 AND IS MUST READING FOR PRACTICALLY ALL TOP-LEVEL FRENCH GOVERNMENT ECONOMIC OFFICIALS AND BUSINESS LEADERS, SOMETIMES TAKES SHARP JIBES AT THE US ON TRADE, MONETARY POLICY, ENERGY CONSUMPTION AND OTHER ISSUES. LES ECHOS COULD AND SHOULD BE MORE FRIENDLY TO THE US. WE WOULD LIKE TO SEE IT PORTRAY MORE OBJECTIVELY OUR POSITIONS IN INTERNATIONAL MONETARY AFFAIRS, FOREIGN TRADE AND ENERGY MATTERS, AS WELL AS CONVEY IN A CONVINCING MANNER THE STRENGTH OF THE US DOMESTIC ECONOMY. WE BELIEVE THAT MME. BEYTOUT'S SEPTEMBER VISIT CAN BE A BIG HELP IN THIS REGARD.

4. DURING HER VISIT MME BEYTOUT INTENDS TO FOCUS ON THE EVOLUTION OF RELATIONS BETWEEN EUROPE AND THE US IN THE COMING MONTHS. BASED ON MME BEYTOUT'S DISCUSSIONS  
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IN THE US, LES ECHOS INTENDS TO PUBLISH A SERIES OF INTERVIEWS, EDITORIALS AND IN-DEPTH ARTICLES ON THIS THEME OVER A THREE-MONTH PERIOD.

5. MME BEYTOUT HAS ASKED FOR EMBASSY ASSISTANCE IN ARRANGING AN APPOINTMENT WITH THE PRESIDENT, IF POSSIBLE AND HIS PRINCIPAL ADVISORS, PARTICULARLY DR. BRZEZINSKI CEA CHAIRMAN SCHULTZE, AND AMBASSADOR STRAUSS. SHE WOULD ALSO LIKE TO MEET WITH SEVERAL CABINET OFFICIALS. WE HAVE EXPLAINED TO HER THE DIFFICULTIES AND UNCERTAINTIES REGARDING SCHEDULES OF CABINET OFFICIALS AND OTHER TOP PEOPLE IN WASHINGTON. WE NEVERTHELESS RECOMMEND APPOINTMENTS WITH AS MANY OF THE FOLLOWING AS POSSIBLE, PLUS OTHERS WHO MIGHT OCCUR TO THE DEPARTMENT AND ICA: --SECRETARY BLUMENTHAL FOR DISCUSSION OF GENERAL ECONOMIC QUESTIONS AND MONETARY MATTERS. MME BEYTOUT KNOWS SECRETARY BLUMENTHAL FROM THE KENNEDY ROUND. IF

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SECRETARY BLUMENTHAL IS NOT AVAILABLE WE HOPE AN  
APPOINTMENT COULD BE SCHEDULED WITH UNDER SECRETARY  
SOLOMON).

- AMBASSADOR STRAUSS FOR A DISCUSSION OF TRADE MATTERS,  
PARTICULARLY THE MTN. (MME BEYTOUT MET DEPUTY SPECIAL  
TRADE REPRESENTATIVE MCDONALD IN PARIS LAST SPRING).
- AMBASSADOR OWEN FOR A DISCUSSION OF FOLLOWUP TO  
THE BONN SUMMIT MEETING.
- CEA CHAIRMAN SCHULTZE FOR DOMESTIC ECONOMIC MATTERS.
- DEPUTY SECRETARY OF STATE CHRISTOPHER OR UNDER  
SECRETARY COOPER FOR US/EUROPEAN RELATIONS INCLUDING  
NORTH/SOUTH ISSUES.
- SECRETARY SCHLESINGER OR ASSISTANT SECRETARY BERGOLD  
ON ENERGY.
- SECRETARY KREPS AND ASSISTANT SECRETARY WEIL  
ON THE EXPORT PROGRAM.
- FEDERAL RESERVE BOARD CHAIRMAN MILLER.
- AN APPROPRIATE DEFENSE OFFICIAL FOR A NON-TECHNICAL  
BRIEFING ON DEFENSE QUESTIONS WITH PARTICULAR REFERENCE  
TO OUR COMMITMENT TO THE ALLIANCE.

6. MME BEYTOUT HAS ALSO REQUESTED APPOINTMENTS WITH  
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INFLUENTIAL MEMBERS OF THE MAJORITY AND MINORITY IN  
CONGRESS, INCLUDING SPECIFICALLY SENATOR KENNEDY. WE

RECOMMEND IN ADDITION, MEETINGS WITH CONGRESSMAN AL ULLMAN OF HOUSE WAYS AND MEANS COMMITTEE AND SENATOR RUSSELL LONG OF SENATE FINANCE COMMITTEE, PLUS MEMBERS OF BOTH PARTIES CONCERNED WITH FOREIGN RELATIONS.

7. IN THE PRIVATE SECTOR WE SUGGEST APPOINTMENTS WITH HEADS OF NATIONAL ASSOCIATION OF MANUFACTURERS; US CHAMBER OF COMMERCE; INTERNATIONAL CHAMBER OF COMMERCE; PRESIDENT OF N.Y. STOCK EXCHANGE; DAVID ROCKEFELLER OR WALTER WRISTON OF FIRST NATIONAL CITY BANK -- OR TOP SENIOR EXECUTIVES OF THESE ORGANIZATIONS.

8. AMONG NEWSPAPER EDITORS AND PUBLISHERS WE RECOMMEND APPOINTMENTS WITH KATHERINE GRAHAM OF THE WASHINGTON POST; ERIC RIDDER OF THE JOURNAL OF COMMERCE; AND WARREN H. PHILLIPS FOR THE WALL STREET JOURNAL.

9. ON CULTURAL SIDE, MME BEYTOUT IS PARTICULARLY INTERESTED IN BALLET AND ART. WOULD APPRECIATE YOUR ADVISING US OF WHAT BALLET PERFORMANCES MAY BE GOING ON IN WASHINGTON AND NEW YORK DURING HER VISIT SO THAT SHE MAY RESERVE TICKETS. WE IN PARIS ARE MAKING RECOMMENDATIONS TO HER DIRECTLY ON WHICH MUSEUMS AND GALLERIES TO VISIT.

10. LES ECHOS HAS ALSO ASKED FRENCH EMBASSY IN WASHINGTON FOR ASSISTANCE AND IT HAS BEEN IN TOUCH WITH US HOPING TO COORDINATE PROGRAM. WE RECOMMEND COORDINATION WITH EMBASSY PRESS ATTACHE GAUTRAT AND COMMERCIAL MINISTER COLMANT. AS IT NOW STAND, MME BEYTOUT PLANS TO SPEND PERIOD SEPTEMBER 18-23 IN WASHINGTON AND

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REMAINING DAYS IN NEW YORK. HOWEVER, SHE WOULD OF COURSE FLY DOWN SPECIALLY TO WASHINGTON FOR ANY TOP-LEVEL APPOINTMENTS.

11. WE RECOGNIZE DIFFICULTIES INVOLVED AND WOULD APPRECIATE EFFORTS TO ACCOMMODATE MME BEYTOUT'S REQUESTS.

12. PLEASE KEEP US INFORMED OF STATUS OF APPOINTMENT REQUESTS.

HARTMAN

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## Message Attributes

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